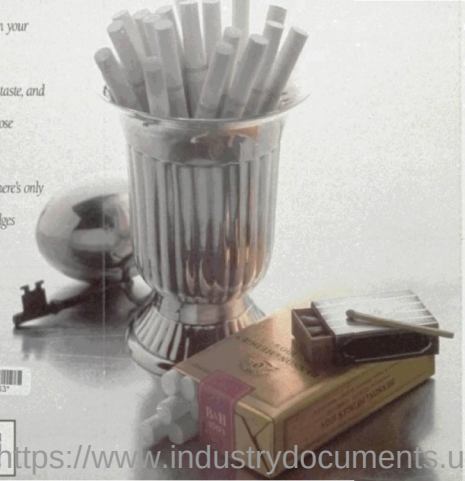
Just try these money-saving coupons on your next carton purchase, and see.

And while you're enjoying that famous taste, and the money you're saving, don't forget to collect those valuable pack UPCs.

Benson&Hedges smokers will agree. There's only one thing that could make buying Benson&Hedges more enjoyable.

Coupons.



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15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth and Low Birthweight

20610383631

Get A Friend To Join The Club

Just pass this survey on to a friend who smokes and is 21 years of age or older. Have them fill it out and mail it back to us. If they qualify, they could be in for some exclusive offers and real savings on their favorite cigarette.

☐ Mr. ☐ Mrs. ☐ Ms. _____

Address _____ Apt _____

City _____ State _____ ZIP _____ Phone ( ) -

We assure you that no name will be sold, and we will not permit the use of a name by any company that is not affiliated with Philip Morris.

By completing the attached survey and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal laws.

Signature _____ Date of Birth (Required) Month Day Year Today's Date Month Day Year

1. What is your regular brand of cigarettes that is, the brand you smoke most often?
Brand _____

2. Is your regular brand... If Check one.)
☐Regular/ King Size ☐100's ☐120's

3. Is your regular brand...? (Check one.)
☐Menthol ☐Non-Menthol

4. Is your regular brand...? (Check one.)
☐Lowest/ 1 mg Tar ☐Medium
☐Light/ Mild ☐Full Flavor
☐Ultra Light/ Extra Low Tar

5. What, if any, was your previous brand?
Brand _____

6. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

☐Alpine	☐GPC	☐Parliament	
☐Basic	☐Kent	☐Salem	
☐Benson & Hedges	☐Kool	☐Save Brand/ Generic	
☐Bel Air	☐Marlboro	☐Tan	
☐Cambridge	☐Misty	☐Vantage	
☐Carnel	☐Monarch	☐Virginia Slims	
☐Capri	☐Montclair	☐Winston	
☐Carlton	☐Newport	☐Other	
☐Doral	☐Now	Not Indicated	

7. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton equals 10 packs.)

Brand Name	# of Packs

8. Which of the following best describes you? (Check one.)
☐White ☐African-American ☐Asian
☐Hispanic ☐American Indian ☐Other

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Manufacturer's Coupon | Expires May 31, 1997

$1.00 OFF
Any Carton Of Benson&Hedges 100's

Manufacturer's Coupon | Expires May 31, 1997

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